

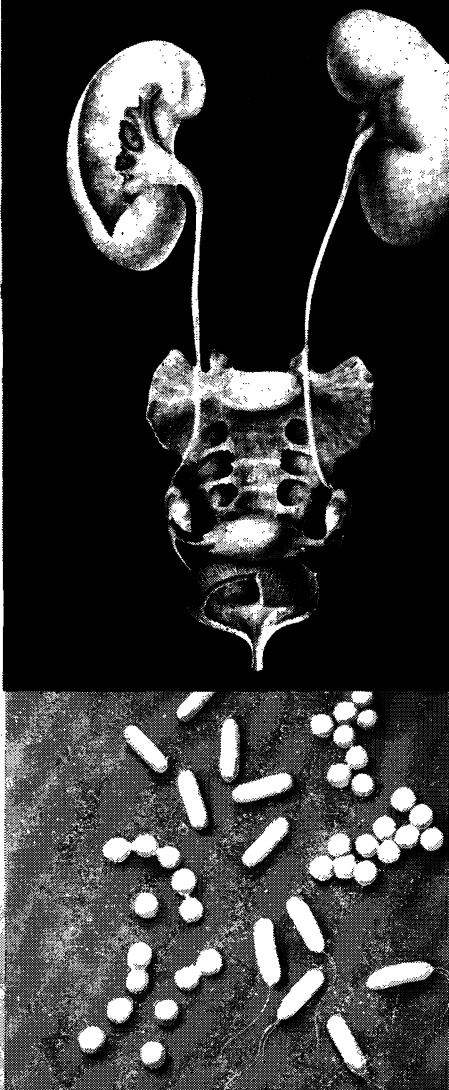
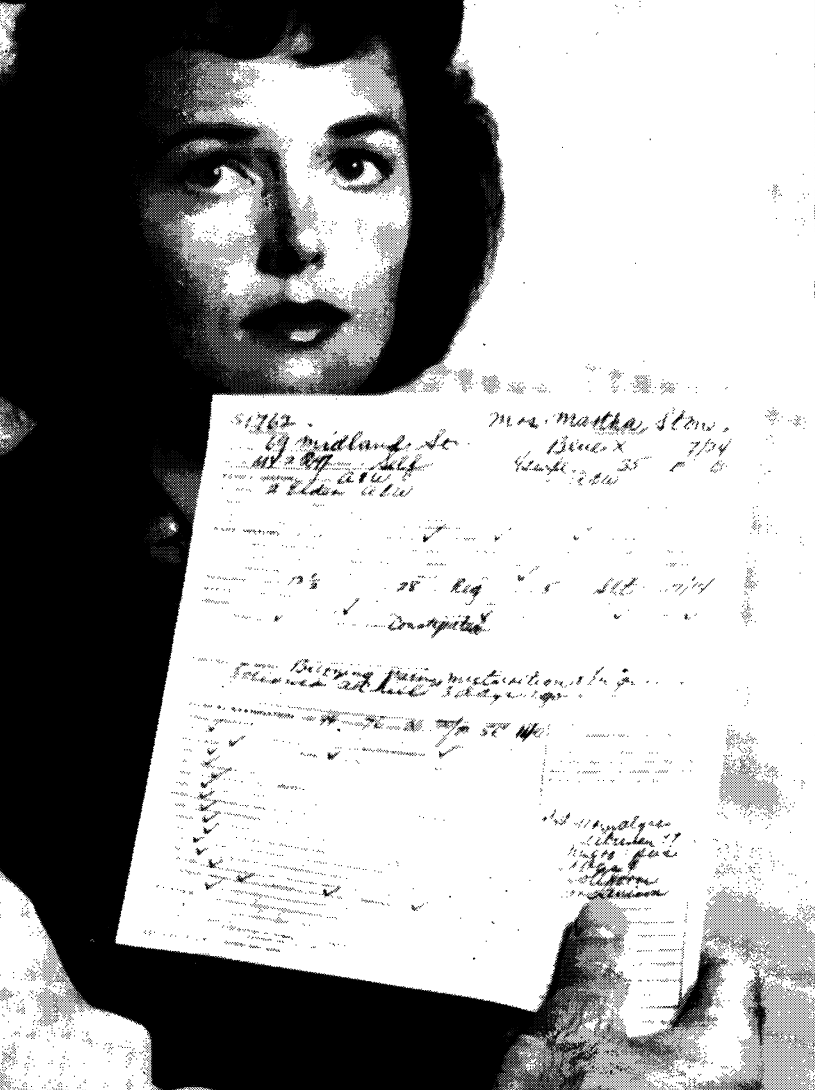
specific for anxiety & tension Librium

The singular specificity of Librium in controlling anxiety and tension has proven to be an advantage in a wide range of disorders characterized by anxiety of varying degrees. Notably effective in patients whose symptoms are primarily emotional, Librium is equally valuable when organic disease is aggravated or prolonged by accompanying anxiety. Coupled with its effectiveness is an outstanding record of safety. Librium has few, if any, of the unwanted side effects associated with tranquilizers and daytime sedatives—no extrapyramidal effects, no autonomic blocking, and no dulling of mental alertness. Consult literature and dosage information, available on request, before prescribing.

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in cystitis—Where concern is usually with complex and often difficult flora...early relief of frequency, burning and spasm...limiting bladder tissue inflammation...prevention of recurrence...and care for the patient's well-being...DECLOMYCIN demethylchlortetracycline is often the physician's first choice.

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D *the decision is for* **DECLOMYCIN[®]**

DEMETHYLCHLORTETRACYCLINE LEDERLE

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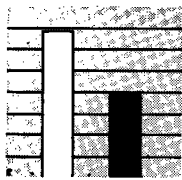


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Both Fleischmann's Margarines offer:

1. Exceptionally *high ratio* of polyunsaturated to saturated fat that more than meets American Heart Association's suggested level. Made from 100% corn oil with almost one cup of liquid corn oil in every pound.
2. Extraordinarily *delicious taste* . . . so outstanding it's made Fleischmann's the country's largest selling corn oil margarines.
3. *Lightly Salted and Unsalted* . . . yes, Fleischmann's comes *both* ways. And both Fleischmann's Margarines are made from 100% corn oil.
4. *National availability* . . . Fleischmann's Margarines are in practically every store and supermarket nationwide . . . at a price your patients can easily afford. This availability is in contrast to many margarines which are limited to certain cities or areas.

Because only Fleischmann's Margarines, Lightly Salted and Unsalted, offer all four benefits in a "special" margarine, they're by far the most practical choice for your high cholesterol and low-sodium patients. Fleischmann's combines the delicious flavor your patients and their families will love with the highest polyunsaturates to saturates ratio of any leading margarine. This makes it much easier to keep patients on a therapeutic diet.



Exceeds A.H.A. Recommendation—Fleischmann's polyunsaturated to saturated fat ratio of 1.7 to 1 (Polyunsaturated—27.5%; Saturated—16.5%) exceeds that suggested as acceptable (1 to 1) by the A.H.A. It's also higher than the other "corn oil" margarine which is really a mixture of hardened cottonseed and soybean oils with corn oil. Yes, Fleischmann's has the highest P/S ratio because both brands contain 50% liquid corn oil (a high level) and 50% partially hydrogenated corn oil (for flavor and "spreadability").



In line with A.M.A. Report—Using Fleischmann's Lightly Salted Margarine instead of butter or regular margarines increases your patients' intake of polyunsaturates . . . while lower-

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Fleischmann's Unsalted Margarine—Also made from 100% corn oil, Fleischmann's Unsalted Margarine is dietetically sodium-free—ideal for the patient who needs sodium restriction. The fat content has the same high linoleic acid value (27.5%) as Fleischmann's Lightly Salted Margarine. And because it contains no salt—or preservative of any kind—Fleischmann's Unsalted Margarine is kept in the grocer's frozen food case.



Fleischmann's Lightly Salted Margarine—Outstandingly delicious . . . Fleischmann's is exceptionally high in polyunsaturates and low in saturated fat. *Both Fleischmann's Margarines contain liquid corn oil and are made from 100% corn oil.*

*"The Regulation of Dietary Fat," Council on Foods and Nutrition of the American Medical Association. J.A.M.A., Vol. 181, No. 5 (August 4, 1962).



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The outstanding effectiveness and record of safety with which Miltown relieves anxiety and anxious depression — the type of depression in which either tension or nervousness or insomnia is a prominent symptom — has been clinically authenticated time and again during the past seven years. This, undoubtedly, is one reason why physicians still prescribe meprobamate more often than any other tranquilizer in the world.

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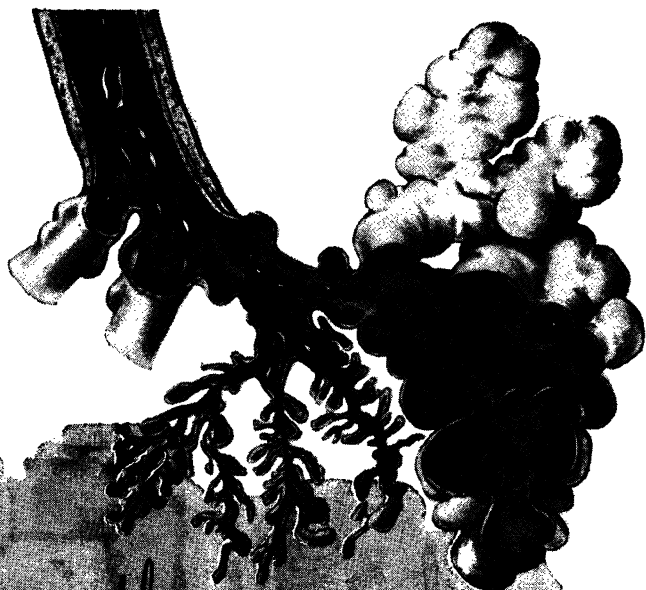
Usual dosage: One or two 400 mg. tablets t.i.d.
Supplied: 400 mg. scored tablets, 200 mg. sugar-coated tablets; bottles of 50. Also as MEPROTABS®—400 mg. unmarked, coated tablets; and in sustained-release capsules as MEPROSPAN®-400 and MEPROSPAN®-200 (containing respectively 400 mg. and 200 mg. meprobamate).



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Clinically proven
in over 750
published studies

- 1 Acts dependably — without causing ataxia or altering sexual function
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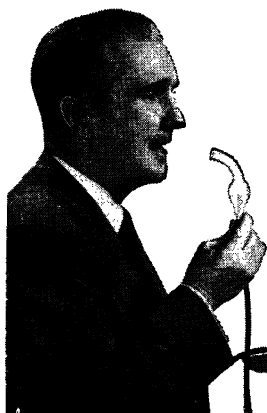
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Supplied in bottles of 60 cc. for intermittent and 500 cc. for continuous nebulization.

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How NALLINE helps to keep the lid on drug addiction in California

The use of the narcotic antagonist NALLINE, as a test of addiction, has significantly curtailed illicit narcotic traffic in Alameda County, California. In penal terms alone, three years after the institution of the test using NALLINE, prison admissions for addiction had dropped from 13.7% of total admissions to 4.4%.¹

The test was given to persons suspected of addiction and to addicts as a condition of probation or parole.

NALLINE does not cure addiction. It can, however, help addicts psychologically, because they know NALLINE detects relapse and that relapse leads to a return to prison or hospital. Definitive answers to the epidemiology of addiction—in itself a symptom of an underlying disease that may be psychologic, physiologic, or pharmacologic in nature—are, as yet, unknown.^{2,3}

The test should be undertaken only by physicians experienced in dealing with narcotic addicts.

Brief Summary: Indications: To reverse significant respiratory depression due to opiates. Diagnostic—to test for opiate narcotic addiction.

Side Effects, Precautions, and Contraindications: Do not use in mild or non-opiate

respiratory depression. Use with **extreme caution** and in small doses in narcotic addicts and in non-addicted patients receiving opiate narcotics due to risk of violent withdrawal symptoms. Effect gradually lost on successive doses which may result in respiratory depression. Untoward reactions include dysphoria, miosis, pseudoptosis, lethargy, drowsiness, sweating, pallor, nausea, psychotomimetic manifestations. **Before prescribing or administering, read product circular with package or available on request.**

Note: NALLINE will not precipitate abstinence symptoms in meperidine addicts unless they are taking 1,600 mg. or more daily. The ability of NALLINE to detect addiction to codeine is unknown.

1. Brown, T. T.: The Enigma of Drug Addiction, Springfield, Ill., Charles C Thomas, 1961, pp. 287-334. 2. Chesnick, R. D.: Med. Times **90**:247 (March) 1962. 3. Narcotic Addiction Symposium: New York Med. **18**:562 (August 20) 1962.

Supplied: Ampuls of 1 and 2 cc. and vials of 10 cc., each cc. containing 5 mg. of nalorphine hydrochloride.

Note: The Federal Bureau of Narcotics now classifies NALLINE as a Class M. narcotic preparation. Thus, the purchase of this preparation no longer requires a Federal Narcotic Order Form.

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*an aqueous solution of
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EFFECTIVE
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with
an outstanding
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...not a single
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in over
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NOW: A SANBORN TOTAL CARDIAC MONITORING SYSTEM

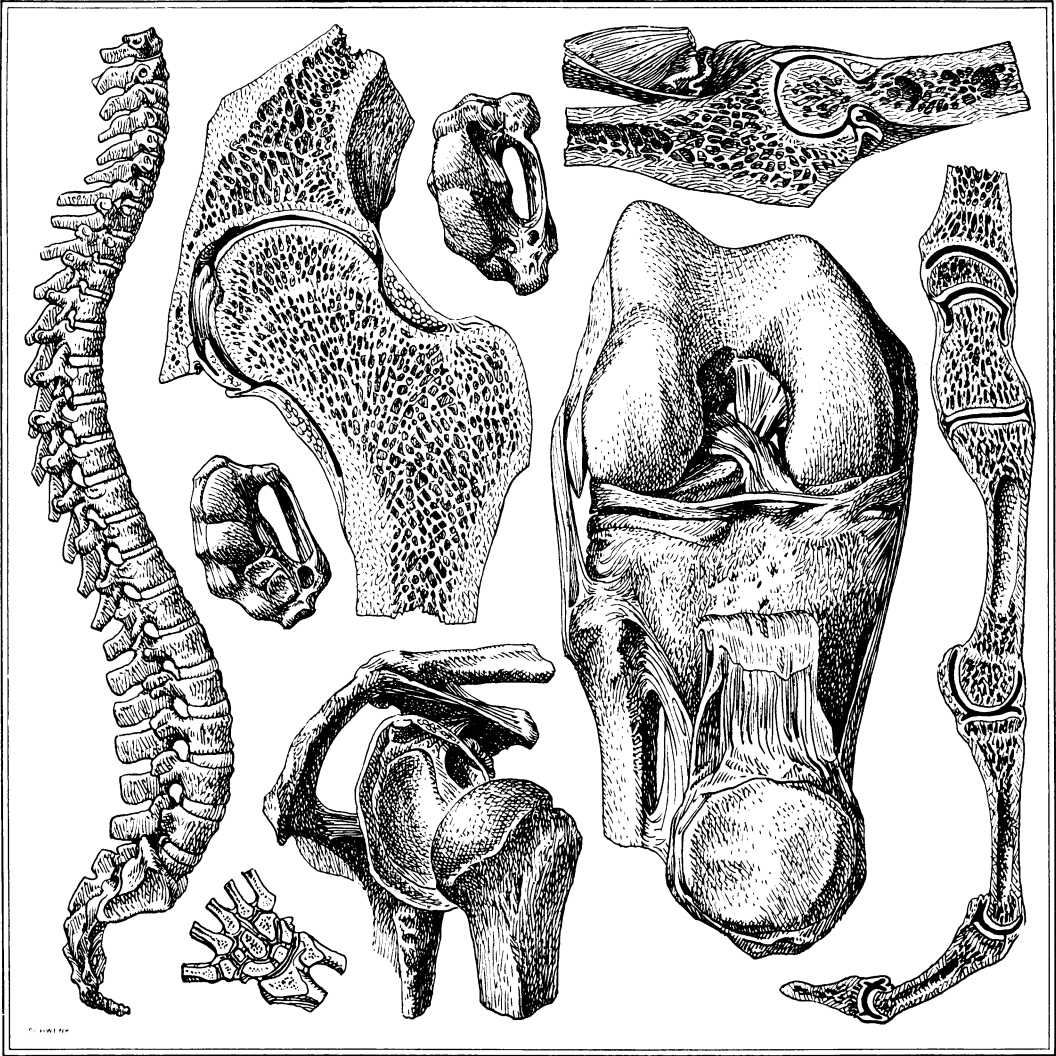
Here is the first cardiac monitoring system, with alarms and pacemaker, to provide an *integral electrocardiograph* — that can be set for automatic ECG recordings at either selected intervals, at the onset of any of four distress conditions, or *while the patient is being paced*. Characteristic Sanborn operating advantages are reflected throughout the design of the new Model 780 Viso-Monitor — in the *amount* of useful information presented and the *completeness* of controls and operating modes to meet individual patient needs. ■ The four basic functions of the Viso-Monitor are provided by these built-in facilities: *direct-writing electrocardiograph* of proven design, with added marker stylus to record digital pulse and to distinguish between "programmed" ECG's and "distress" ECG's; front panel *heart rate meter* with adjustable upper and lower limits; *visual alarms* by indicator lights for tachycardia, bradycardia, arrest, no pulse, QRS complex — plus instrument operating conditions (power, pacing, inoperate); and a *pace-maker* for internal or external pacing, operated manually or set for automatic pacing at arrest, with controls to preset pace current and rate. ■ For simultaneous *visual and audible alarm*, the 780-800 Remote Indicator displays heart rate and the 8 events as on bedside Viso-Monitor, plus a "beep" at each QRS complex and steady tone if distress occurs. Indicator lights remain on until reset at main unit. The Viso-Monitor may also be connected to the hospital call system, for an additional means of display and warning. ■ Model 780 Viso-Monitor \$1850, Model 780-800 Remote Indicator unit \$250, F.O.B. Waltham, Mass., continental U.S.A.



Compact bedside unit signals 8 events, provides ECG's, pacing



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Aristocort[®]
Triamcinolone Lederle

Maximum steroid benefits with minimum steroid penalty

Request complete information on indications, dosage, precautions and contraindications for ARISTOCORT Tablets (1 mg., 2 mg., 4 mg.) from your Lederle representative, or write to Medical Advisory Department.



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163-3

Cytellin® (sitosterols, Lilly)

**the cholesterol-lowering agent
with an unparalleled record of
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In the more than seven years that Cytellin has been in continuous use, no side-effects, drug tolerance, or incompatibilities have ever been reported. In addition, Cytellin does not accumulate in the blood or tissues or produce toxic manifestations.¹

Yet Cytellin is notably effective.

It has prevented hypercholesteremia and atherosclerosis in experimental animals² and actually caused regression of already formed atherosclerotic plaques.³ Furthermore, in extensive clinical studies, Cytellin has lowered elevated serum cholesterol in over 85 percent of cases *without* dietary restrictions.

When a hypercholesteremic patient is in your office and safety is on your mind, specify Cytellin; it lowers serum cholesterol . . . *safely*.

1. Shipley, R. E., Pfeiffer, R. R., Marsh, M. M., and Anderson, R. C.: *Circulation Res.*, 8:373, 1958. 2. Peterson, D. W., Nichols, C. W., Jr., and Shneour, E. A.: *J. Nutrition*, 47:57, 1952. 3. Diller, E. R., Woods, B. L., and Harvey, O. A.: *Proc. Soc. Exper. Biol. & Med.*, 98:813, 1958.

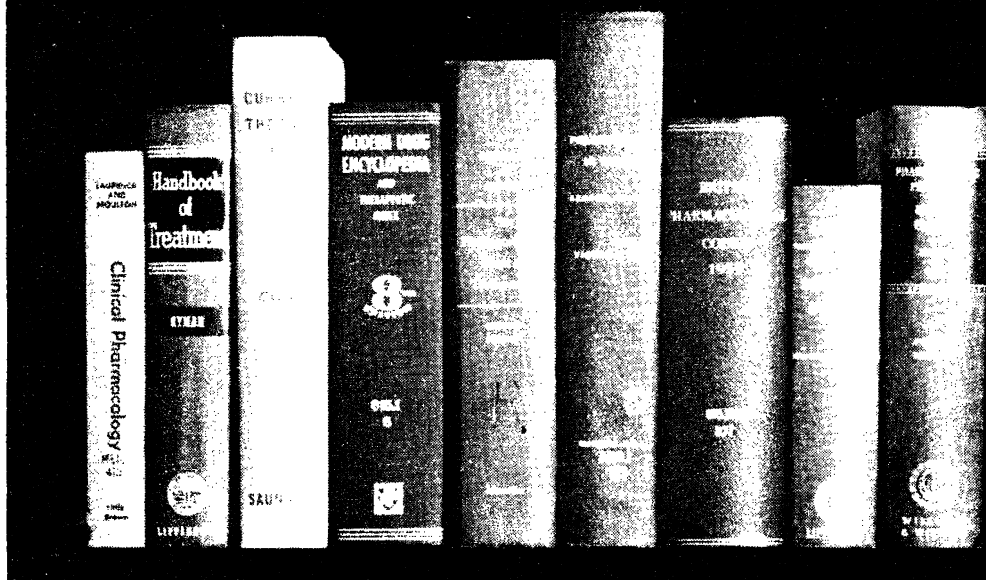
In summary: Cytellin is a lightly flavored aqueous suspension of sitosterols used in conditions in which a sustained reduction of hypercholesteremia is desired. Side-effects have not been observed, nor are there any contraindications to the use of Cytellin.

Additional information available upon request. Eli Lilly and Company, Indianapolis 6, Indiana.

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brand of propantheline bromide

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Prompt, positive control of excess gastrointestinal acidity and motility has earned for PRO-BANTHINE the widest acceptance as the standard anticholinergic medication.

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acts in the
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full ergotamine dosage—Each 'Migral' Forte tablet contains 2 mg. ergotamine tartrate; twice the usual amount. One or two tablets are, therefore, usually sufficient to prevent progression to the vasodilatation stage of headache.

suppression of nauseant effects—Incorporation of 'Marezine' permits maximum ergotamine therapy with little risk of ergotamine-induced gastric effects.

Dosage: Effective dosage should be determined on an individual basis, and given as a single dose in the prodromal stage of subsequent attacks. In general, one or two 'Migral' Forte tablets taken at the first sign of an attack will terminate the headache. If required, an additional tablet may be administered one-half hour later. **Caution:** Not more than three tablets should be given during an attack, and not more than five tablets a week. **Contraindications:** 'Migral' Forte is contraindicated in patients with peripheral vascular disease, severe arteriosclerosis, coronary heart disease, hypertension, impaired liver or kidney function and during pregnancy.

Each press-coated, scored 'Migral' Forte tablet contains: Ergotamine Tartrate 2 mg.; 'Marezine'® brand Cyclizine Hydrochloride 50 mg.; Caffeine 100 mg. In bottles of 20 tablets.

Complete literature
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ENABLES THE EPILEPTIC
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Today, many epileptic seizures can be effectively controlled with proper medication. By freeing a large number of persons from seizures, modern medicine has provided new hope and courage for epileptics and has enabled them to face and to take their place in the world.

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Bibliography: (1) Roseman, E.: *Neurology* 11:912, 1961. (2) Bray, P. F.: *Pediatrics* 23:151, 1959. (3) Chao, D. H.; Druckman, R., & Kellaway, P.: *Convulsive Disorders of Children*, Philadelphia, W. B. Saunders Company, 1958, p. 120. (4) Crawley, J. W.: *M. Clin. North America* 42:317, 1958. (5) Livingston, S.: *The Diagnosis and Treatment of Convulsive Disorders in Children*, Springfield, Ill., Charles C. Thomas, 1954, p. 190. (6) *Ibid.*: *Postgrad. Med.* 20:584, 1956. (7) Merritt, H. H.: *Brit. M. J.* 1:666, 1958. (8) Carter, C. H.: *Arch. Neurol. & Psychiat.* 79:136, 1958. (9) Thomas, M. H., in Green, J. R., & Steelman, H. F.: *Epileptic Seizures*, Baltimore, The Williams & Wilkins Company, 1956, pp. 37-38. (10) Goodman, L. S., & Gilman, A.: *The Pharmacological Basis of Therapeutics*, ed. 2, New York, The Macmillan Company, 1955, p. 187.

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Kills pain....stops tension

For neuralgias, dysmenorrhea, upper respiratory distress and postsurgical conditions — new compound of Soma, phenacetin, caffeine kills pain, stops tension, reduces fever — acts fast, relief lasts four to six hours

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Composition: 200 mg. Soma (carisoprodol), 160 mg. phenacetin, 32 mg. caffeine.

Dosage: 1 or 2 tablets q.i.d. **Supplied:** Bottles of 50 apricot-colored, scored tablets.

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Soma Compound boosts the effectiveness of codeine. SOMA COMPOUND + CODEINE therefore contains only $\frac{1}{4}$ grain of codeine phosphate to relieve the more severe pain that

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the challenge of urethral instrumentation:

*"lower urinary tract instrumentation carries with it the risk of infection."*¹

To meet the challenge, "... the use of *nonantibiotics*, such as ... Furadantin, to prevent urinary infection after such instrumentation as catheterization, cystoscopy and the passage of sounds, appears to be rational. Administration...beginning immediately after instrumentation and continuing for five to seven days should provide a poor culture medium for organisms that might have been carried inadvertently from the urethra into the bladder by a catheter or an instrument."²

In one recent study, *Pyrexia Following Cystoscopy*, "fifty-six patients received prophylactic antimicrobial agents and only 16 had fever. Forty-one patients did not receive any medication before cystoscopy, and 30 of these experienced fever after cystoscopy. ... Nitrofurantoin [Furadantin] was employed more frequently than any other chemotherapeutic agent in the study. Ninety-three per cent of the organisms cultured from the urine prior to cystoscopy were sensitive to this agent when it was administered. In 21 per cent of patients who received nitrofurantoin prophylactically fever developed after cystoscopy, compared to 35 per cent of patients who received other agents, and 73 per cent of patients who did not receive any antimicrobial agents."¹

References: 1. Milberg, M. B., and Hermann, H. B.: J. Urol. 86:823, 1961. 2. Emmett, J. L.: Rocky Mountain Med. J. 58:31, 1961.

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